

## **General Ideas for Radon Action**

*The following is a list of ideas for radon activities. Use them to develop actual radon projects or to get started on brainstorming your own ideas. Don't feel limited by what's listed below – talk to your managers, colleagues, and friends to get their ideas. Be creative and have some fun with your radon activities!*

### **Promote the “Radon Test” PSAs**

Send, or even better, hand-deliver the “Radon Test” PSAs to local TV and radio stations and enthusiastically promote their use. We hope this is already on your to-do list!

### **Capitalize on Local Celebrities**

Piggyback with the national distribution of the “Radon Test” PSAs to broadcast local celebrities taking the radon test or conducting radon tests in their homes. People to include might be the mayor, police chief, or top health official of a town; a local sports hero, news anchor or restaurateur; or even someone visibly involved in the school system or local politics.

### **Connect with Local Businesses**

- < Secure commitments from owners of your local hardware store or area home improvement store to run and advertise a sale on radon test kits during National Radon Action Week (or whatever time frame works best with your radon campaign). Offer to support them by providing a radon expert to make a store appearance during the sale and talk with customers about radon.
- < Work with the mall marketing director to arrange for a mall display during National Radon Action Week. You may also wish to bolster the impact of the display by arranging for a radon spokesperson to make scheduled appearances at the display to talk with mall shoppers. (Recall, too, that mall traffic and retail activity tend to be very high in the fall)

### **Work with High Schools**

- < Contact the science departments of your local high schools to arrange for a guest lecturer on radon. Be prepared to send an informed, energetic representative to deliver the lecture and answer questions.
- < Conduct a radon challenge among high schools or high school sports teams. (See “How to Conduct a Radon Challenge”)
- < Develop a lesson plan on radon, radon health effects, the radioactive decay chain, etc. Distribute it to high school science teachers and ask them for feedback when they use it in class.

### **Work with Doctors or Hospitals**

Find a way to partner with local doctors' offices or hospitals. One possibility is to assemble a radon information kit that might include things like a basic radon fact sheet or a radon collateral item and request that they distribute it to their patients.